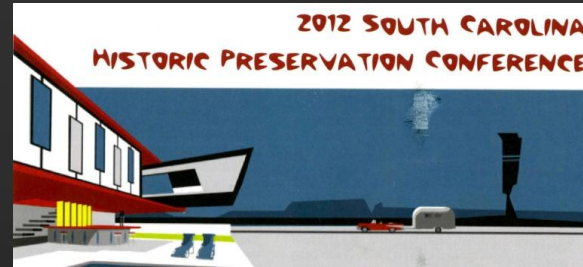


# Historic Columbia

FOUNDATION

2012 SOUTH CAROLINA  
HISTORIC PRESERVATION CONFERENCE



## CONNECTING COMMUNITIES *through History*

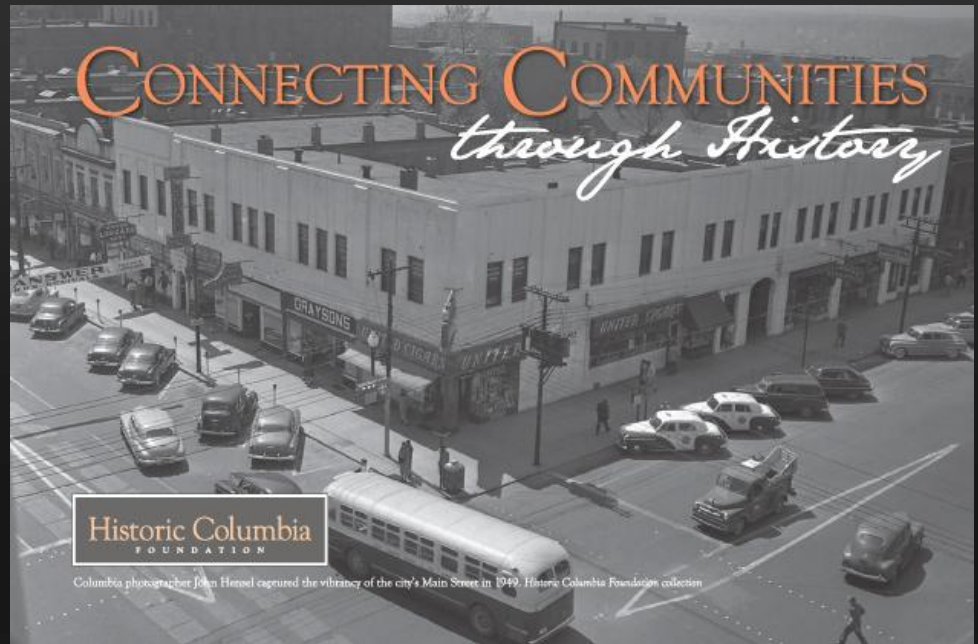
Historic Columbia  
FOUNDATION

Columbia photographer John Hensel captured the vibrancy of the city's Main Street in 1949. Historic Columbia Foundation collection



## **Institutional Mission**

*Nurture, support and protect the historical and cultural heritage of Columbia and Richland County through programs of advocacy, education and preservation.*



# Project Overview

John Sherrer

Project Director

Director of Cultural Resources

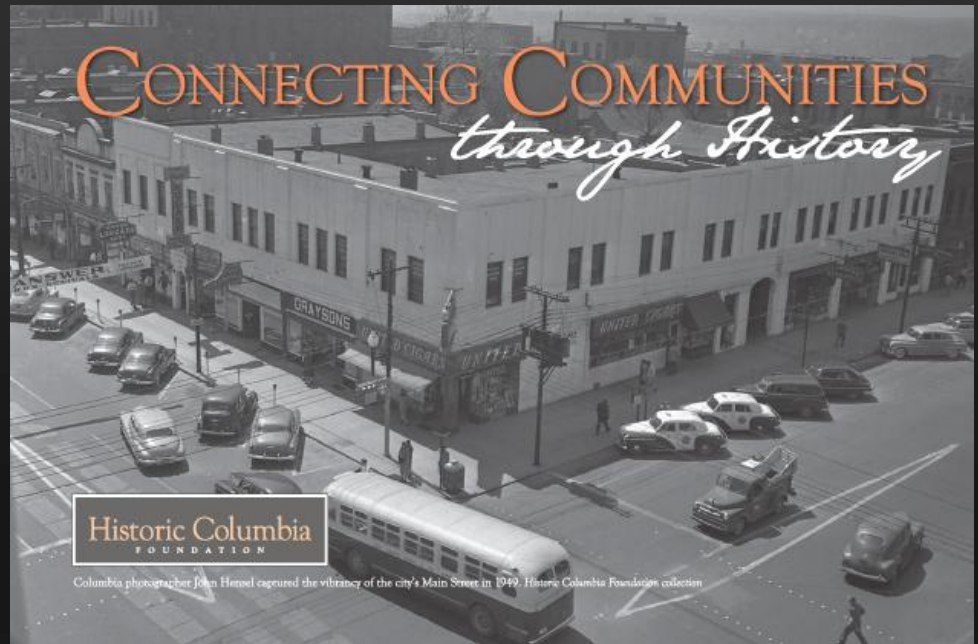
Historic Columbia Foundation

# Project Goals

- Engage and empower members within 6 communities in the production of their neighborhood histories.
- Expand Historic Columbia Foundation's educational capacity through greater web presence; oral history & image management.



This is a detailed, color-coded map of the Los Angeles area, showing the city grid, major roads, and surrounding regions like San Bernardino and Orange County. The map is divided into various colored zones, likely representing different administrative or planning districts. Key landmarks like the Los Angeles River and the San Gabriel River are visible.



# Project Process

Sarah Scripps

Project Assistant

Ph.D. Candidate, University of South Carolina

## **Creating Tours**

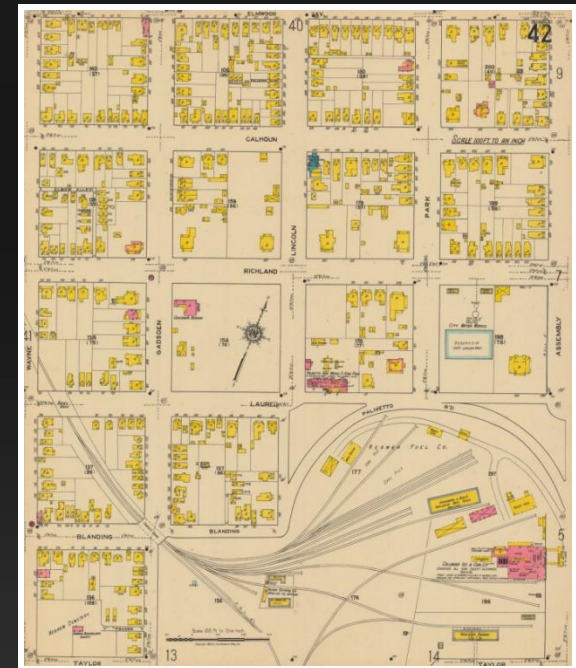
- Neighborhood Research
- Oral History
- Images

## **Project Organization**

- Data Management
- Working with Service Providers

# Research

- Maps
  - Historic vs. Current
- Photographs
  - Historic vs. Current
- Newspapers (Historic)
  - Articles
  - Advertisements
- Deed research



# Research

## Secondary Research

- Local Books/Histories
  - Memoirs, Papers
- National Register Listing Applications
- Has there been a reunion, centennial or anniversary celebration of area?

If so, histories, photographs and the like may have already been collected and are available.

# The Tour

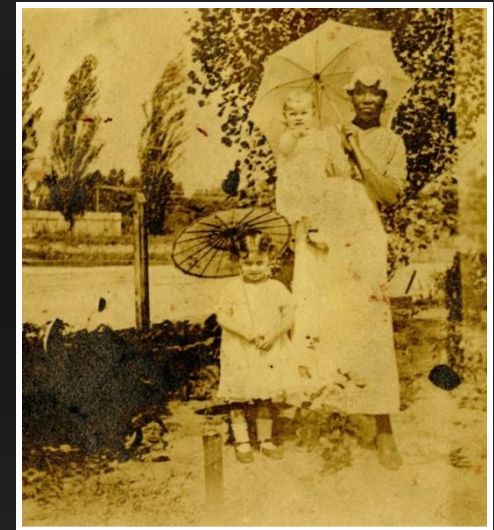
\*WALK/DRIVE the proposed area

- Notice:
  - Topography
  - Infrastructure
  - Lot Size and Shape
  - Proximity of Buildings to One Another
  - Architecture
  - Mix of Uses
  - Period(s) of Significance
  - Vacant Lots/Newer Development

# The Tour

## Site Selection

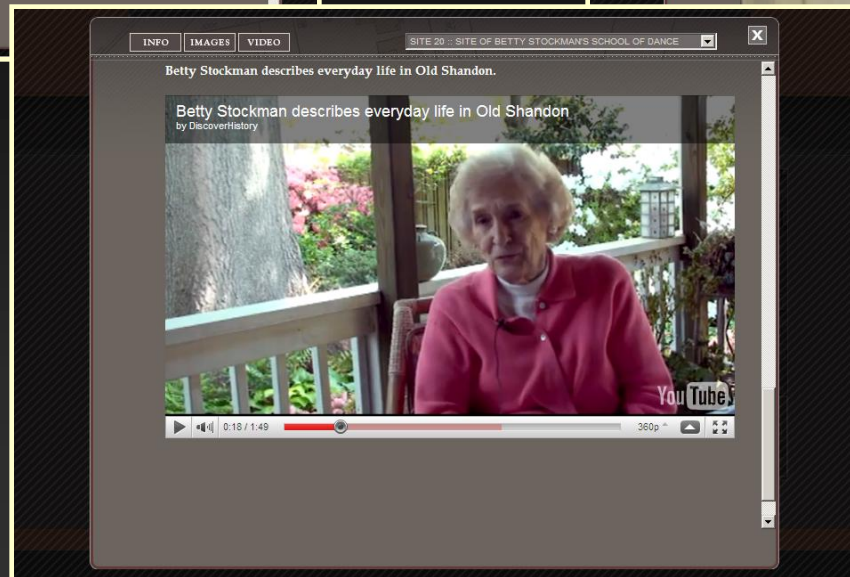
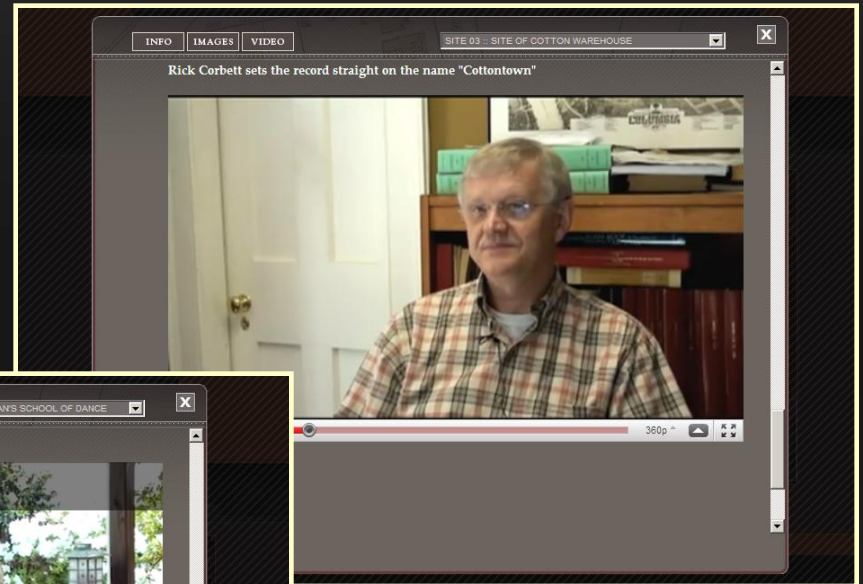
- Develop Themes of Area
  - Important People
  - Important Places
  - Period(s) of Significance
  - Demographics
  - Architecture
  - Educational/Political/Religious Sites
  - Residential vs. Commercial vs. Industrial



# The Tour Mapping

- Tax Maps from County as Base for Internal Map
- National Register Historic District:
- What is area of contributing properties?
- How does the town/city define area?
- How do residents/business owners define area?
- Represent ENTIRE Area
- Plot Points with Walking/Driving in Mind

# Why Oral History?



# Images



# Data Management

Standards and procedures

Technological infrastructure



# Tips for Working with Service Providers

- Make sure the format of your submission fits provider's needs
- Set realistic deadlines
- Check your work before submitting it
- Provide ample time for editing
- Expect to encounter issues that are outside of your control

# Product Delivery

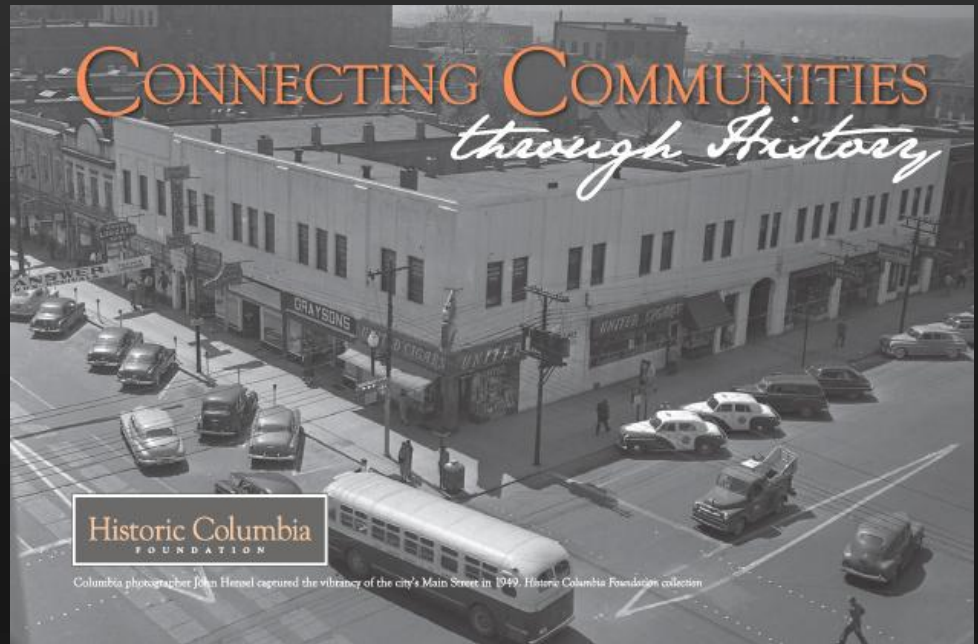
- Printed Brochures
- Wayside Signage
- Web-Based Virtual Tours
- Community Forums



# Product Delivery



<http://www.historiccolumbia.org>



## Understanding Participants' Experiences

Annie Wright, Ph.D.

Community Psychologist & Evaluation Consultant

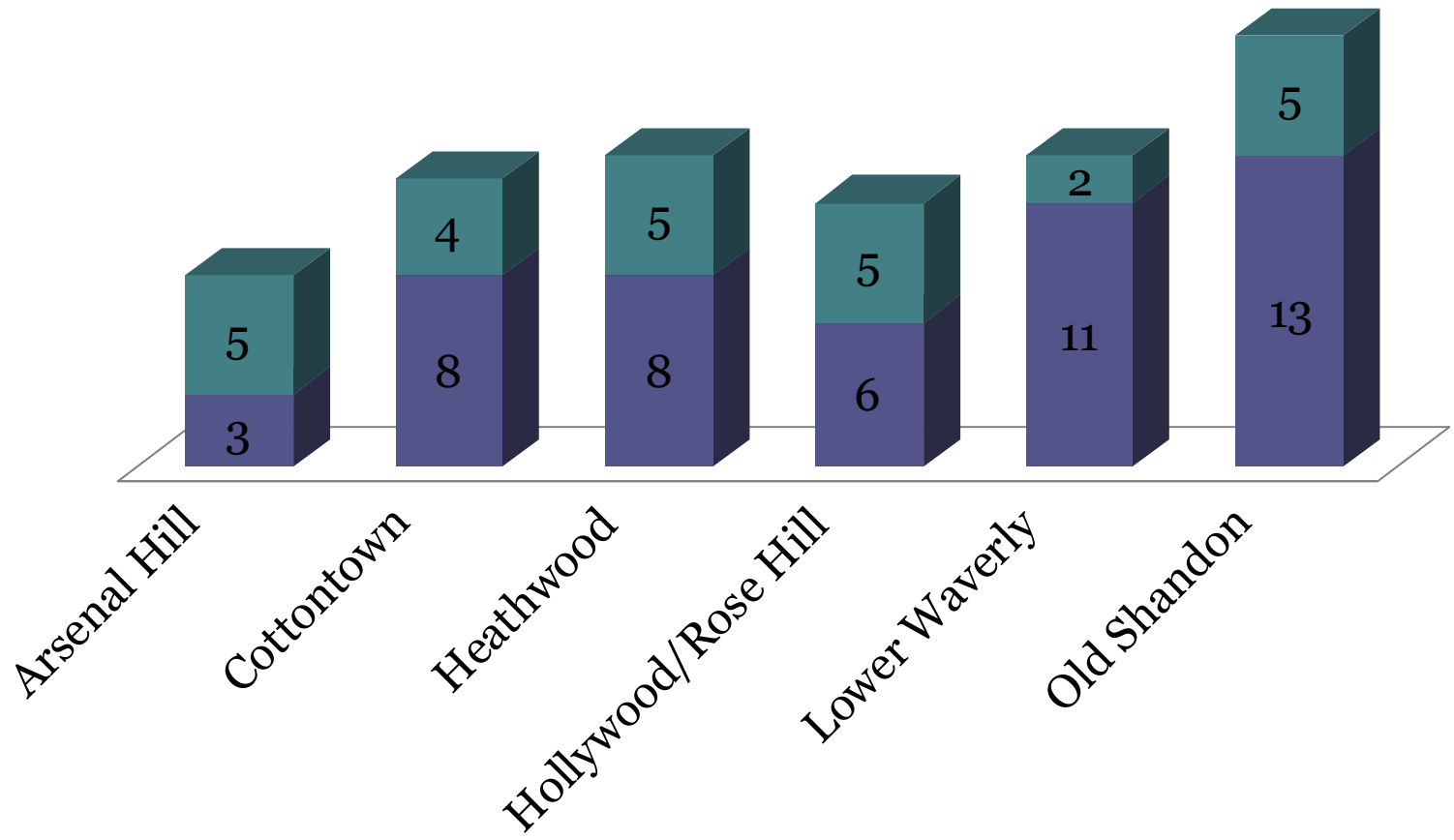
# Evaluation of Impact

1. How well was community information solicited from participants?
2. What are some possible outcomes for participants?
  - ❖ How did participants' experiences differ based on what neighborhood they are from?
3. What can CCTH Participants tell us about how well HCF is reaching out to these neighborhoods?

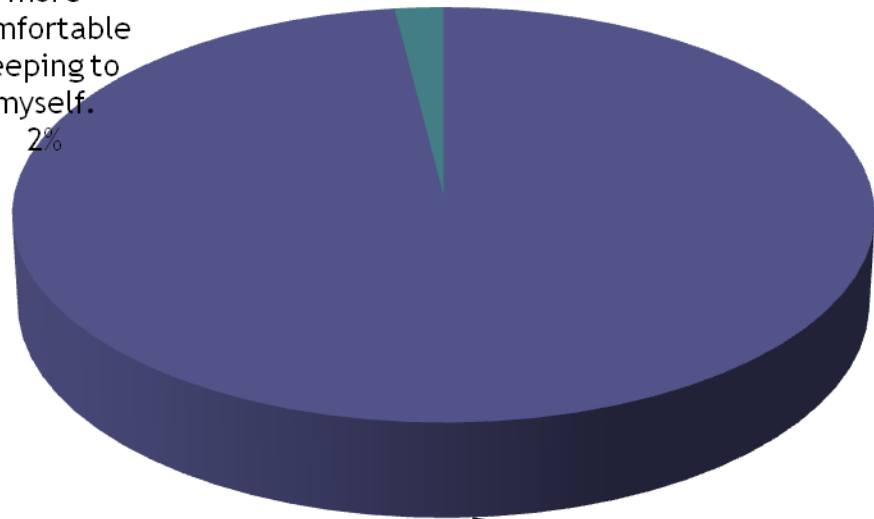
# Feedback Survey

- Mailed and/or emailed
- Phone call follow-ups
- 65% response rate
  - 49 out of 75 participants

■ Survey Participant    ■ Did not participate



I shared most parts of my story with the interviewer, but there were some parts I felt more comfortable keeping to myself.  
2%



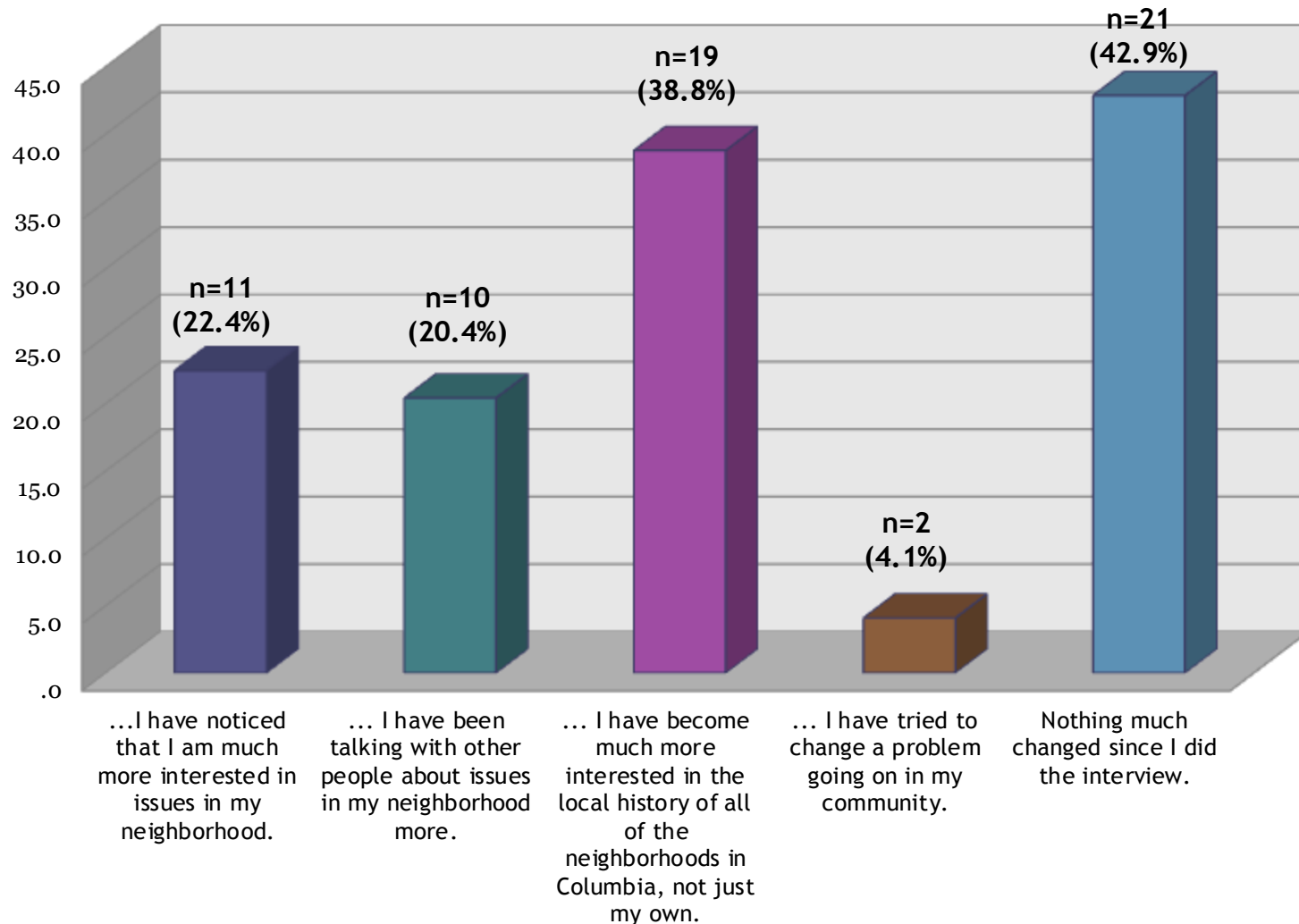
I felt very comfortable sharing all of my story with the interviewer.  
98%

# 1. How well was information solicited from participants?

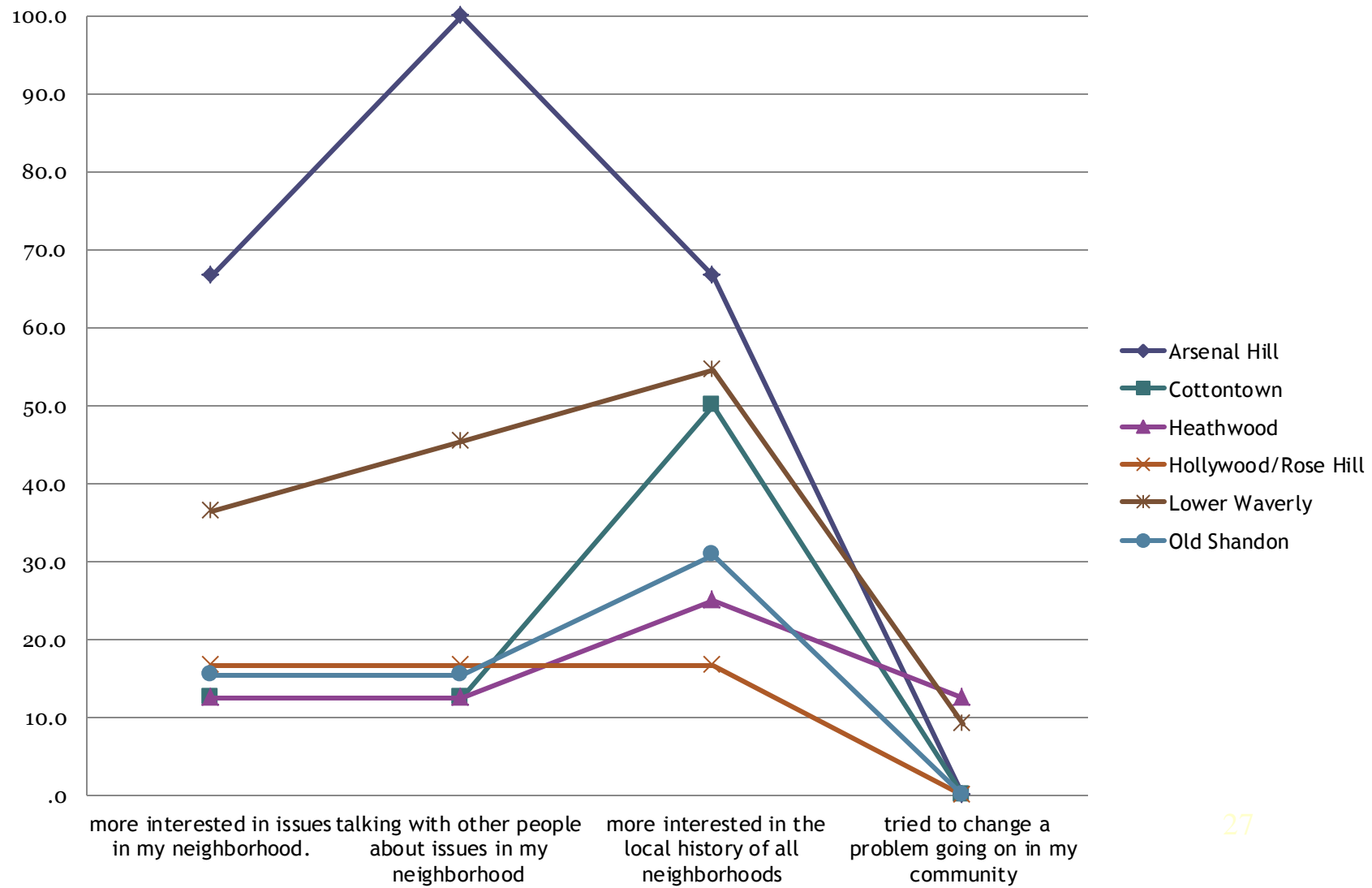
## 2. What are some possible outcomes for participants?

- More **interested in issues** in my neighborhood
- **Talking with other people** about issues in my neighborhood more
- More **interested in the local history** of all of the neighborhoods of Columbia, not just my own
- Try to **change a problem** going on in my community
- Changes in **level of pride** about neighborhood

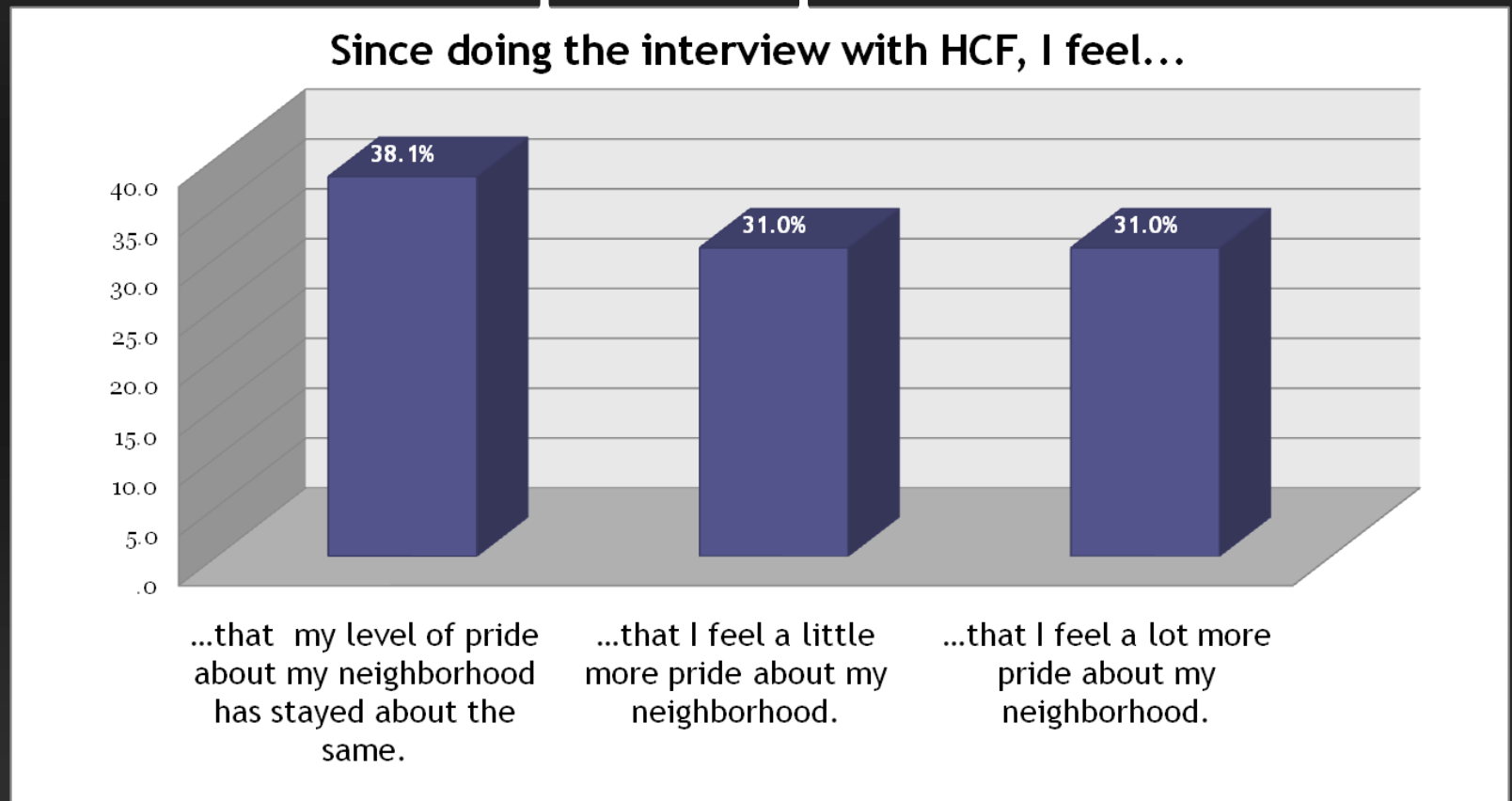
## What has changed since your interview?



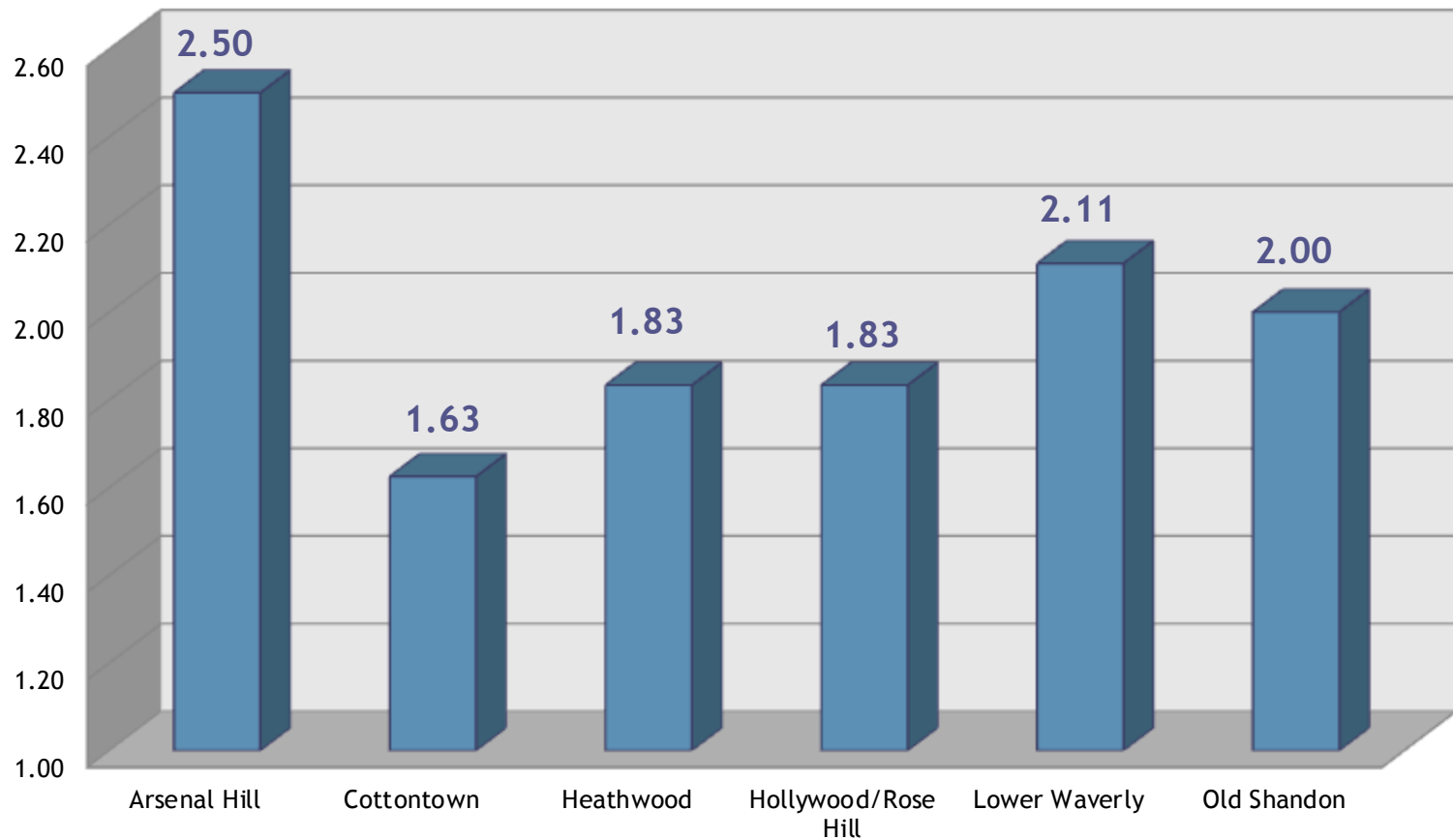
How did outcomes differ by  
neighborhood?



## 2. What are some possible outcomes for participants?

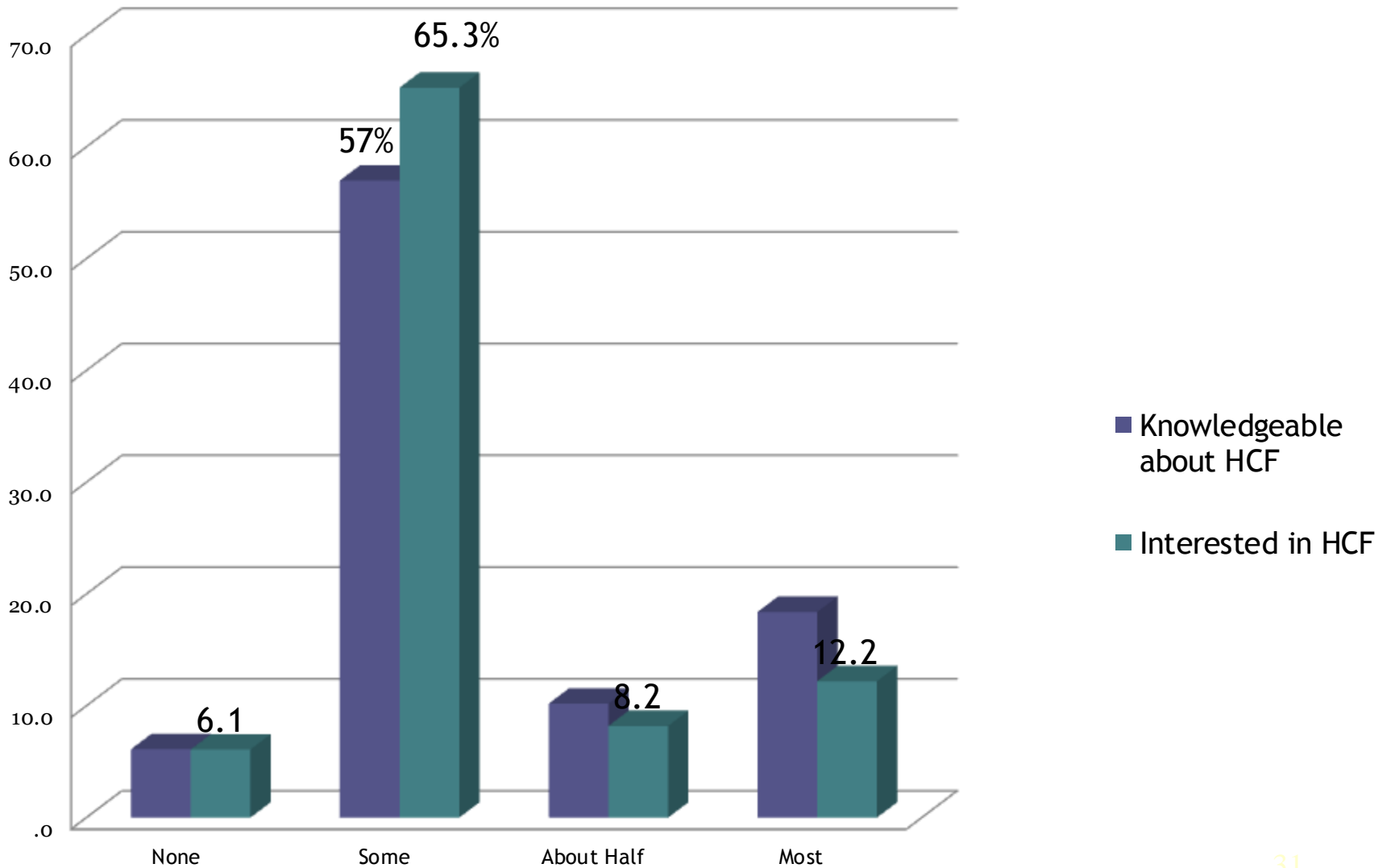


## Increased pride in neighborhood since interview

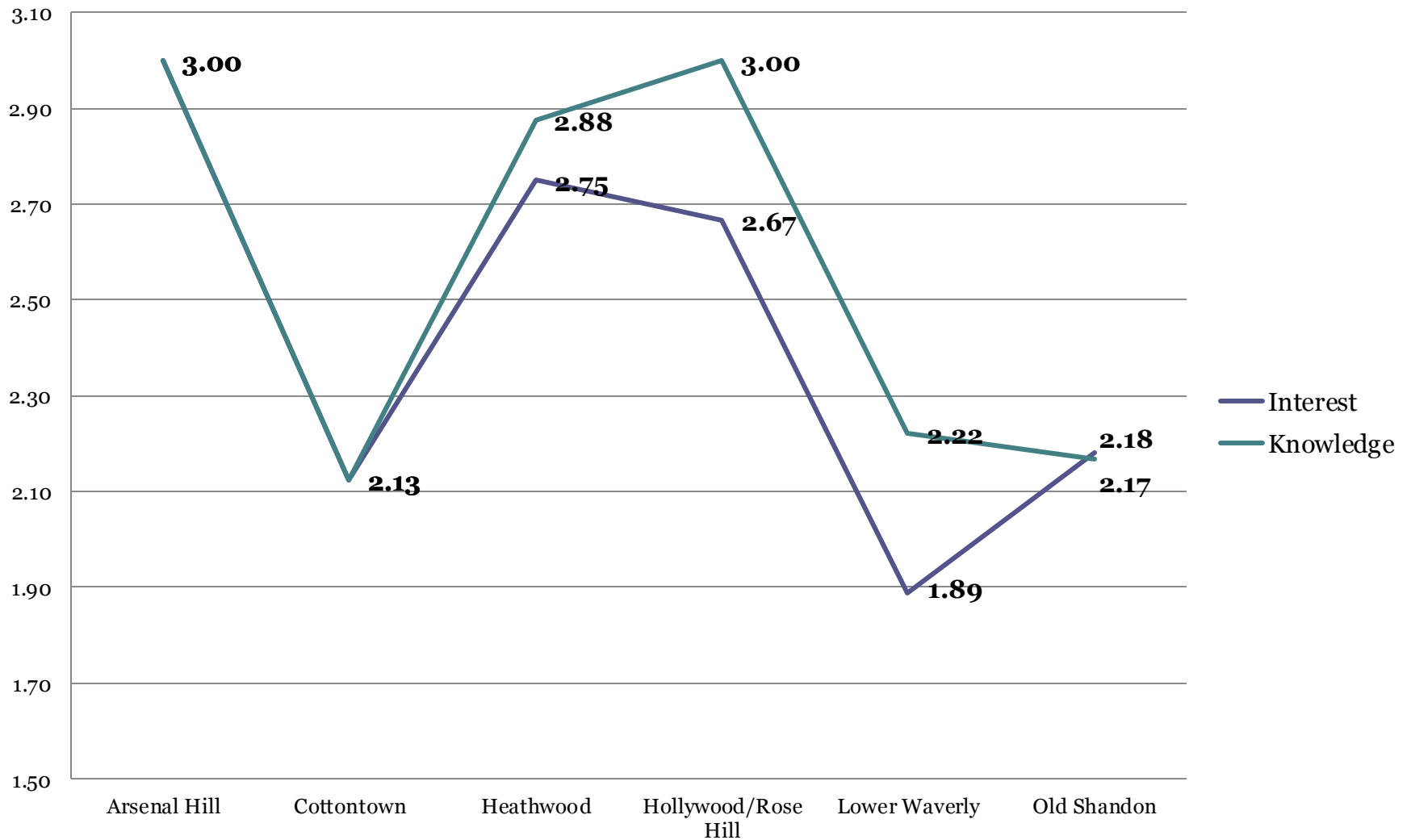


3. What can CCTH Participants tell us about how well HCF is reaching out to these neighborhoods?

## How many people in your neighborhood are...



## Interest & Knowledge in HCF



# Barriers to engagement

What prevents you from attending?

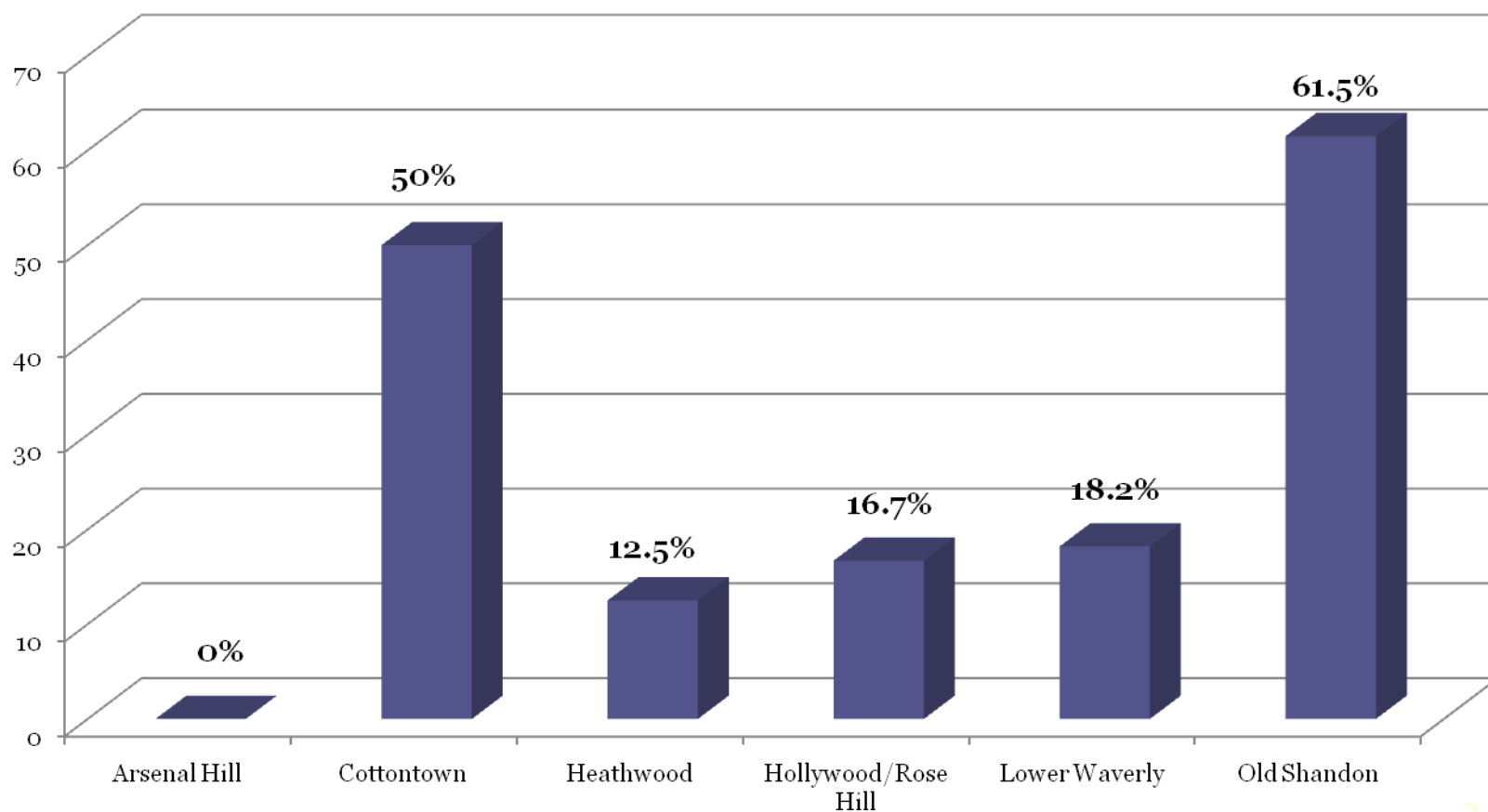
|                                     |            |
|-------------------------------------|------------|
| Transportation                      | 3 (6.1%)   |
| Topics aren't really relevant to me | 7 (14.3%)  |
| Already done them                   | 12 (24.5%) |
| Cost                                | 12 (24.5%) |

What prevents people in your neighborhood from attending?

|                                     |            |
|-------------------------------------|------------|
| Transportation                      | 4 (8.2%)   |
| Topics aren't really relevant to me | 16 (32.7%) |
| Already done them                   | 8 (16.3%)  |
| Cost                                | 14 (28.6%) |

# Relevance of Topics

**Topics aren't relevant for people in my neighborhood**



# Next Steps for Evaluation

- Follow up with CCTH participants
  - How well was the information you provided in your interview presented by HCF?
  - How well has the story of your neighborhood been told?
  - What topics *are* relevant?
- Expand evaluation of possible outcomes to other projects
- Use evaluation to plan programs

# Lessons Learned/Ground Gained


- Greater capability of assessing time demand estimates for future activities
- Heightened ability to forecast staff technology needs
- Established boilerplate standards, procedures, policies and infrastructure
- Content is “King”

## HOLLYWOOD/ ROSE HILL

Though often perceived as one neighborhood, Rose Hill and Hollywood developed separately, one after the other, as distinct visions of early suburbanization for the capital city.


First came Rose Hill, “the bungalow” community, platted and sold by real estate companies beginning in 1913 to middle-income families. Rose Hill received its name from the Rose Hill Greenhouses that stood on land now occupied by Hollywood Park and several apartment buildings. Hollywood, named for the Holly Realty Company that began developing the area in the 1920s, was planned with larger lots and architect-designed homes often purchased by city professionals and, in recent years, university professors and administrators.

Developers for both neighborhoods stressed their respective communities’ proximity to the city center, capitol, and university. To allay concerns that the neighborhood was “out in the country”—Rosewood Drive, after all, was a dirt road at that time—developers promoted the extension of streetcar lines. By 1930, both Rose Hill and Hollywood were annexed into the city and today form a cohesive yet diverse in-town neighborhood known for community involvement.




**Shadow Lawn \$1,539.00**


Rose Hill’s smaller lots were developed with bungalows. American craftsmen and designers were recruited to work. Many were built using “kit” plans from the Kipling Company that came with ready-to-assemble and milled lumber kits as “The Plan” and “Shaded Lawn.” By 1915, 30 kit houses had been identified across the surrounding Inglewood County. Image courtesy General McHugh University.




Taken from the front porch of Rose Hill Presbyterian Church, this image of three residences also depicts Wayne Gordon Green’s White Oak Farmhouse, where white oak trees from this neighborhood long remained north of Rose Hill and Hollywood too. Larger oaks, the predominantly deciduous foliage that once bordered a remnant. Image courtesy Rose Hill Presbyterian Church.




Hollywood’s development featured wider lots and larger homes individually designed by architects. For instance, Columbia architect J. Carroll Johnson designed more than 30 houses, including his own at 1030 Rosewood Drive. Completed in 1925, it featured an attached garage, a rarity at a time when garages, if they featured, stood alone and were called very formal houses. Also noteworthy is its semi-circular roof over the wings, an architectural element taken from Old World architecture that inspired the French-born Johnson. Other styles popular in the neighborhood include various forms of Colonial and Tudor Revival. Image courtesy Rose Hill Presbyterian Church.




Students celebrate May Day in 1919 with a parade in A.C. Moore Elementary School. Planned for Columbia schools commissioner and USC faculty dean Andrew Charles Moore, the institution replaced Rose Hill School, which stood at South Avenue and Rosewood Drive from 1911 to 1912. Image courtesy A.C. Moore Elementary School.




Recreated by Howard and Harriet Stevens, Rosewood Drive and the University of South Carolina’s former. First, the Hollywood Rose Hill neighborhood became a single unit. On this corner of the 1928 Sanborn Map of Columbia, South Group Street is shown at the original boundary between the two neighborhoods. Detail from Map of Columbia, SC and vicinity, 1928, by Sanborn Engineering Company. Image courtesy South Carolina Library University of South Carolina.




Rose Hill Presbyterian Church on North South Avenue was built in 1923, perhaps ten to fifteen years before this group of congregational leaders posed for an untitled photograph. The church marks its history in 1913 when “Christian Endeavor Week” was held in Columbia. Seven societies were established throughout the city including one in Rose Hill. The congregation then turned a house near Rose Hill School before building its permanent home. Image courtesy Rose Hill Presbyterian Church.




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Columbia Star




COLUMBIA SC




NBSC




COLUMBIA SC



CULTURAL



The Humanities Council



CITY OF COLUMBIA

# Next Steps for Technology

- Establish downloadable PDFs of walking tour brochures for inclusion on website
- Convert from Adobe Flash to HTML 5
- Create Mobile Apps
- Consider “Location-Based” applications
- Consider “Augmented Reality” applications



# Questions & Answers



# Historic Columbia FOUNDATION

## Project Sponsors

